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**Alberta Post-War  
Reconstruction  
Committee**

The Provincial  
Post-War Survey  
1945

N.W.P.

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A Statement of  
Objectives  
and an Outline  
of Organization  
for the information  
of Regional Committees  
and Citizens of  
ALBERTA.

Issued by  
direction  
of the  
Post-War  
Reconstruction  
Committee  
Hon. A.J. Hooke  
Chairman.

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## THE POST-WAR SURVEY

*By Premier E. C. Manning*

Events on the war fronts are moving rapidly to a climax, and throughout the world the need for well-rounded programmes of reconstruction and rehabilitation is recognized as urgent and of paramount importance. Humanity cannot afford to permit itself to be thrown into chaos at the end of hostilities.

One of the great problems of the hour, as we see it in Alberta, is that of so arranging our economic affairs as to permit the smoothest possible transition from war to peace, and to continue in the days of peace a programme of production and distribution which will ensure for all our people the measure of security to which they are entitled as free citizens in a potentially wealthy land.

Today, more than 750,000 Canadian citizens are serving in the armed forces. More than 1,300,000 are engaged directly in war work. More than 3,000,000 are engaged in other lines of endeavour. The total, more than 5,000,000 of a population of 12,000,000 is not only a sign of spectacular achievement, but a sign of danger. When the war ends, and war occupations cease to exist, what is to happen to the 5,000,000 Canadians now engaged in gainful occupations? Can we assure them economic security, or must millions again join an army of the unemployed such as marred our social consciousness in the pre-war era?

This question is of direct concern to every citizen. And so to every citizen of Alberta, we issue a call for co-operation in completing a programme for the post-war years. To this end it is necessary that we appraise accurately the possibilities of our people and our production machine. Having discovered our potentialities, we

can then proceed to adjust our economy so as to assure a smooth transition from war to peace, and clear the way to a more abundant life in the days to come.

In carrying out the post-war survey which is outlined in the following pages, Alberta is taking a forward step greater than any yet made in this or any other province. The survey will be on a scale not yet attempted elsewhere, and its success will depend entirely on the degree of co-operation between citizens, business and industry which a healthy interest in the future should bring about.

The organization work has been carried out with the assistance of businessmen, farmers, industrialists and educators, through their organizations. Throughout the Province, regional committees will operate in local areas, and their findings will be tabulated in Edmonton.

The findings will be invaluable to the committee and the people of the Province, generally, in formulating and implementing post-war policies designed to assure the greatest possible measure of social and economic security.

This work is urgent and it must be completed before the war ends. Otherwise we shall have greater difficulty in rehabilitating the tens of thousands of our Alberta citizens who will be obliged to seek new employment in the days of peace.

May I bespeak the co-operation of all our citizens in this important survey? Whether called upon to act as canvassers, clerks, local executives or providers of information, your co-operation will have an important bearing on the future. For that reason, I am sure you will not hesitate to do your share, that Alberta may be enabled to lead Canada in preparing for peace.

ERNEST C. MANNING,  
Premier.

## **THE ALBERTA POST-WAR SURVEY**

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When Canada became engaged in war, the whole economy of the country, and of its provinces, had to be reorganized for war.

When the war ends it will be necessary to reorganize for peace.

Organization for war meant moving people, equipment and materials into the armed services, and into war industries. War has meant that we have produced more of some things (guns and war supplies); and less of other things (refrigerators, etc.) Organization for peace will mean moving people, equipment and materials from the armed services and war industries into peace-time activities. Peace will mean that we will produce less of some things (guns, etc.); and more of other things (refrigerators, etc.).

**Organization for war has not been easy. But there has been a general desire on the part of the people to meet the needs of effective organization for war. Organization for peace will not be easy. We must make sure that there is the same general desire on the part of people to meet the needs of effective organization for peace. But the desire of people to contribute to the necessary adjustments to peace conditions, is not enough by itself.**

Organization for war is made easier because there is one thing which people generally want, namely, the successful prosecution of the war; and they are prepared to subordinate other wishes to this one. Organization for peace may be more difficult because people will want to be allowed to choose between many different things, some of which they have had to go without during the war. Organization for peace will be made easier if it is possible

to discover the things which people want to do and to get; and to discover what people as producers are planning to do.

### **THE PROVINCIAL SURVEY AND ITS OBJECTIVES**

To get this information, the Post-War Reconstruction Committee is planning a Province-wide survey, in which the people of the Province, as producers, distributors and consumers, will be asked for:

- (a) A report of the changes affecting them, which have occurred during the five years of war;
- (b) A statement of their expectations and plans for the post-war years;
- (c) Their suggestions of ways and means of facilitating the transition from a war-time to a peace-time economy; and
- (d) Their recommendations for expanding industry, production, services, and employment in the Province in the period after the war ends.

The Post-War Reconstruction Committee believes that this information will help greatly in meeting the problems ahead. The survey will encourage consumers and farmers, as purchasers of the products of industry to plan their purchases for the post-war years.

Data obtained from the farmers, householders, business concerns and municipalities will enable retailers, wholesalers, manufacturers, mining companies, producers of semi-processed material, utility corporations, professional services and financial institutions to prepare budgets and set their reconstruction plans in motion, thus assuring a maximum number of peace-time jobs, and will help manufacturers, distributors and utilities to plan their activities to meet the demands of the consumers.

It will show where jobs may be found for the men and women discharged from the armed forces and from war-time employment; and will help the Government of the Province to devise ways of easing the difficulties of the change-over from war-time to peace-time production.

### **THE NEED OF PUBLIC SUPPORT**

The survey will be a big undertaking. It cannot be done unless the people of the Province, as individuals and organized groups, will give it their whole-hearted support. As individuals they can help by assisting in the work that must be done, and by giving the information asked of them. As organized groups they can help by declaring their support of the survey, and by encouraging their members to participate. The Post-War Reconstruction Committee believes that the people of the Province will see the usefulness of the survey; and will ensure its success. Their support will be a measure of their desire to meet the needs of effective organization for peace.

### **ORGANIZATION: REGIONAL COMMITTEES**

The Provincial Post-War Committee is assisted by a number of sub-committees, each of which is concerned with special problems of reconstruction. These sub-committees are:

- Agriculture;
- Education and Vocational Training;
- Finance;
- Industry;
- Natural Resources;
- Public Works;
- Social Welfare.

The Province is to be divided in 23 regions. It is hoped that an active Post-War Reconstruction Committee will be

organized in each region; and that each of the Regional Committees will set up sub-committees corresponding to those already established for the Province.

**It is further hoped that these Regional Committees and Sub-committees will continue to function until the transition from war to peace has been successfully accomplished; and that they will maintain close relations with the corresponding Provincial Committees.** However, the survey presents them with an immediate job to be done; and it is hoped that they will assume direct responsibility for the organization and conduct of the survey in their regions.

To co-ordinate the activities of the Regional Committee, in connection with the survey, a General Management Committee is founded. This Committee, which will include representatives from various groups and organizations, will assure the adoption of uniform procedures, when such are necessary. It will keep in touch with the Regional Committees, assemble the information gathered in the regions and prepare a report.

The survey is designed to get information from farm people, urban householders, business men, and municipal officers. The regional sub-committees of Agriculture, Social Welfare, Industry, and Public Works will therefore be directly interested in the gathering of information; and it is hoped that they will make themselves immediately responsible for:

- (1) A Farm Survey;**
- (2) A Householders' Survey, and**
- (3) A Survey of Retailers, Wholesalers, and Service Establishments.**

Their co-operation may also be required in connection with later surveys of Industrial Firms and Municipalities.

## THE FARM SURVEY

The purpose of the farm survey will be:

- (a) To discover the changes in farm organization (employment, equipment, crops and live stock) which have occurred in response to war-time conditions, and the expected changes in production and employment after the war;
- (b) To record the post-war buying intentions and preferences of farm families, and the manner in which expenditures may be financed; and
- (c) To gather suggestions for facilitating the change-over from war-time to peace-time organization on the farm.

The information desired will be taken from a sample of 2,000 farms, distributed over the Province, among the 23 regions. **The farm families selected will be interviewed, and a questionnaire will be filled out.**

## THE HOUSEHOLDERS' SURVEY

The purpose of the householders' survey is to record the post-war buying intentions and preferences of urban consumers, and the manner in which expenditures will be financed.

The information desired will be taken from a sample of about 5,000 families in the cities, towns, and villages, and in some of the hamlets. **Householders will be visited, and a questionnaire will be filled out at the time of the canvasser's visit.**

## **THE BUSINESS SURVEY**

The purpose of the business survey is to secure from firms engaged in retail and wholesale trade, from hotels, restaurants, financial institutions and others, a statement of their plans for employment, and a listing of new or deferred maintenance and other projects which they expect to proceed with after the war.

It is hoped to get this information from all such establishments in the Province; and business men are assured that the information they give will be treated as strictly confidential and will be used only for the purpose of the study, that is, to provide estimates for various classes of business.

**Questionnaires will be mailed to business firms, and will later be collected by canvassers.**

## **COLLECTION AND TABULATION OF THE INFORMATION**

Regional Committees along with the Sub-committees will be asked to take on the responsibility for the canvassing of farm families, householders and business men in their regions. Each person in the community can help by giving generously such assistance as the Regional Committee may ask of them.

Completed questionnaires will be returned to the General Management Committee by the Regional Committees, at Edmonton, when the information will be tabulated. The assistance of many persons will be necessary if the work of tabulation is to be completed without delay. It is confidently expected that the necessary assistance will be given.

## **THE TIMING OF THE SURVEY**

It is clear that some time will be required to perfect the organization to do this job. It is intended that the canvassing and collecting of information will start not later than the middle of January, 1945; and that with effective organization this part of the work will be all completed in a period of two weeks. This means, that allowing a margin of two weeks, a report on the farm, householder and business surveys can be completed by the end of February, 1945.

## **LATER SURVEYS**

Many manufacturers and industrialists in the Province are already preparing plans for the post-war years; but without much information as to the intentions of their customers. The surveys of farmers, householders and trade establishments will record the post-war purchases which these groups plan to make. Information of this kind should be of material assistance to Alberta manufacturers and industrialists in drawing up their plans for employment and production.

## **THE INDUSTRIAL SURVEY**

After manufacturers have had time to study the report on the earlier surveys, they are to be asked to provide a statement of their plans for employment and production, and a listing of new and deferred maintenance and other projects, which they expect to proceed with after the war. It is hoped that the various organizations of industrial producers will assist with this survey.

## **THE MUNICIPAL SURVEY**

The purpose of the municipal survey is to gather information on the public works programmes and needs of

municipalities, and on the plans of public and private utilities. It is hoped that all municipal units and utilities will complete the questionnaire which will be sent to them.

### **PUBLICITY**

Between now and the middle of January, the people of the Province will be kept informed of the progress of plans for the survey, through the press and radio, and the way in which assistance can be rendered will be indicated. Please keep in touch with what is going on; interest others in the survey, and be ready when January comes to do your part to make the survey a complete success.

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**PREPARE NOW FOR PEACE AND PROSPERITY**

## **SURVEY MANAGEMENT COMMITTEE**

Appointed to carry out the Post-War Survey, and representative of important provincial organizations, the Management Committee has offices in the Qu'Appelle Building, Edmonton.

Personnel of the Committee is as follows:

**Chairman: Reg. T. Rose.** Edmonton Chamber of Commerce.

**Andrew Stewart.** Department of Political Economy, University of Alberta.

**William Anderson.** Canadian Utilities Ltd.; Secretary, Sub-committee on Industry, Alberta Post-war Reconstruction Committee.

**Rudolph Hennig.** United Farmers of Alberta.

**Dave Roberts.** Alberta Association of Municipal Districts.

**R. J. Gibb.** City Commissioner, Edmonton, Union of Alberta Municipalities.

**V. Hawrelak, Jr..** Alberta Farmers' Union.

**J. H. Christiansen.** Edmonton Chamber of Commerce.

**Dr. C. C. Spence.** Economics Division, Dominion Department of Agriculture.

**Ald. Fred Chalk.** City of Calgary and representative of Southern Alberta.

**E. J. Martin.** Chairman, Sub-committee on Public Works, Alberta Post-War Reconstruction Committee.

**H. D. Carrigan.** Secretary, Alberta Post-War Reconstruction Committee.

## **POST-WAR RECONSTRUCTION COMMITTEE**

Hon. A. J. Hooke, Chairman

Hon. N. E. Tanner, Deputy Chairman

Hon. C. E. Gerhart

Mrs. C. R. Wood, M.L.A.

Fred Anderson, M.L.A.

Dr. Robert Newton

Harold E. Tanner

Frank Laut

E. J. Martin

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H. D. CARRIGAN,

Secretary-Treasurer,

Parliament Building, Edmonton.



